

Hungarian Art Cinema Association

Activity Report 2015

The year 2015 has been a successful one in the Hungarian cinema industry and especially so in terms of the art cinemas of Hungary. In 2015 1,117,448 people attended these venues. Compared to 2014 the increase was 28 %.

Admission of Hungarian Art Cinemas		
2013	2014	2015
679 134	870 698	1 117 448

Digital technology has played an important role in this process.

It is a characteristic of the Hungarian market – which is considered a small capacity market – that only a small segment of the European supply is offered, which means that some films did not even make it to Hungary.

According to the first few months, this year's film market is not as strong as in the last year, so our main objective is to repeat (or slightly increase) last year's success in terms of the number of visitors. It is a constant problem for years now that the Hungarian distributors do not pay attention to European films for children or young adults.

It was a significant result of the last year, that the National Media and Infocommunications Authority, Hungary, National Film Office made accessible accurate statistical data about the Hungarian cinema operation. The standardization of the reporting system has not been realized yet, but the comprehensive access of the data is already a great progress.

The Hungarian Association of Art Cinema regularly organizes professional programs for the cinema operators: in May 2015 in Szeged, and in September within the framework of the Jameson CineFest Miskolc International Film Festival and we took part in an experience exchange in Croatia.

The members of the Association participated in the C.I.C.A.E.'s advanced studies: "Art Cinema = Action + Management" over and above on the "DigiTrainig Plus" course by Media Salles and 3 members participated in the work of festival's international jury. The International Confederation Art Cinemas Jury is represented on the Jameson CineFest Miskolc International Film Festival from 2015.

The most popular artfilms in 2015	
Title	Admission
1. Saul fia (Son of Saul) HU	58 898
2. Liza a rókatündér (Liza, the Fox Fairy) HU	47 172
3. Wild Tales (Relatos salvajes) AR, ES	19 703
4. Serial (Bad) Weddings (Qu'est-cequ'on a fait au C6BonDieu) FR	17 919
5. Van valami furcsa és megmagyarázhatatlan (For Some Inexplicable Reasons) HU	16326

Miskolc, 21th April 2016.

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Hungarian Art Cinema Association

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